



EXPAND 2021

# Agency Sales Framework + Checklist

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# V4 Sales Framework & Sales Checklist

**1. VISIBILITY — Help leads see what’s in “The Gap”:** Most leads will say, “I need a new site,” or “I want more traffic.” But that’s only the presenting problem. You need to provide visibility into the real issue.

**3. VISION — Provide a vision for a better future:** Help your leads focus on what actions will deliver the results. Create a vision for a better future. Show them what to fix, when, and why they should act now.

**2. VALUE — Make your time “matter” by delivering value:** Leads are sick of being pitched, and they can see a “taker” a mile away. That’s why you need to give incredible value in your sales process.

**4. VALIDATION — Show you CARE about objections:** When you make your leads feel heard, they’ll stop thinking about you as a slick salesman, and start thinking about you as a collaborative partner.

TO CREATE VISIBILITY...	TO OFFER VALUE...	TO BUILD VISION...	TO PROVIDE VALIDATION...
Explore the lead’s presenting problem with the 5 Why’s	Be genuine	Prioritize your lead’s problems	Clarify your lead’s objections
Identify the real problem and plan to guide them there	Give without a promise of getting something in return	Focus on high-impact issues	Acknowledge their feelings
Walk them through where they are now	Translate wants and needs into key issues	Steer them away from low-impact issues	Respond to their concerns with Feel, Felt Found Method
Try to quantify the value of the problem or value or solving it	Show—don’t just tell—how to solve those issues	Demonstrate how solving priority issues will help	Explore whether the objections have been addressed
Help them dream about where they want to be	Focus on what matters vs. everything that’s wrong	Plan a timeline they can use to systematically address. All at once or overtime	Try to get your “foot in the door” if they aren’t ready for your core service offering

This resource was contributed by [MYWEBAUDIT.COM](http://MYWEBAUDIT.COM) to help support agency owners as part of the GoDaddy Expand event.

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